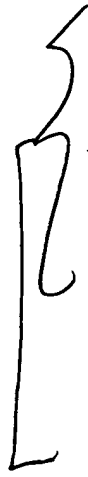


EAST Search History

| Ref # | Hits | Search Query | DBs | Default Operator | Plurals | Time Stamp |
|-------|------|--|-----------------|------------------|---------|------------------|
| L1 | 414 | ((((target\$3 customi\$6 personal\$7 individual\$7 optim??\$5 focus?\$2) NEAR3 (adverti??\$5 ad ads promo\$1 promotion\$2 content commercial\$1 coupon\$1 incentive\$1)) SAME ((purchas?\$2 transaction\$2 shopp??\$1 rent\$3) NEAR3 (histor?\$2 past previous earlier prior behavior))) | US-PGPUB; USPAT | OR | OFF | 2006/02/20 12:23 |
| L2 | 81 | L1 AND (@ad<"19981230" @rlad<"19981230") | US-PGPUB; USPAT | OR | OFF | 2006/02/20 12:28 |
| L3 | 48 | L2 AND (real ADJ time) | US-PGPUB; USPAT | OR | OFF | 2006/02/20 12:23 |
| L5 | 84 | L1 AND (@ad<"19981230" @rlad<"19981230" @prad<"19981230" @pd<"19981230") | US-PGPUB; USPAT | OR | OFF | 2006/02/20 12:33 |
| L6 | 11 | (L5 NOT L3) AND (dynamic\$4 interactive live (real ADJ time) realtime instant\$2 immediate\$2) NEAR3 (respon?\$3 interact\$3 data) | US-PGPUB; USPAT | OR | OFF | 2006/02/20 12:38 |
| L8 | 11 | 6 AND (dynamic\$4 interactive live (real ADJ time) realtime instant\$2 immediate\$2) | US-PGPUB; USPAT | OR | OFF | 2006/02/20 12:39 |


 identifier of L230 et al. (1,068 pat.)